

# METHOD FOR GENERATING COMMERCIAL EMAIL COMMUNICATIONS WHILE PRESERVING INTERNET PRIVACY

## ABSTRACT

A method of commercial Internet-based communication. The method includes a first entity such as a web merchant receiving an email or other address from a user. The first entity transmits a unique identifier associated with the user to a second entity, while the entity maintains the user communication address in secrecy from a second entity. The second entity accesses a database containing past Internet activity information associated with a multitude of Internet users, and determines a past Internet activity associated with the user's unique identifier. Based on the past activity of the user, the second entity communicates to the first entity whether a direct communication to the user is warranted, and if so, transmits information about a recommended communication such as a promotional emailing. The first entity sends such a communication to the user's communication address.

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